

Clark County
Quit Line Data Summary
January 1 - March 31, 2004

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 237	N = 3,363
Percent of Statewide Calls	8.5%	100.0%
Percent of State Population in County¹	5.9%	100.0%
	County %	State %
Gender	N = 236	N = 2,906
Female	68.2%	64.2%
Male	31.8%	35.8%
Race/Ethnicity	N = 215	N = 2,468
People of Color	12.1%	13.1%
White	87.9%	86.9%
Age	N = 223	N = 2,642
Less than 18 years old	1.8%	1.1%
18 - 24 years old	12.1%	15.2%
25 - 34 years old	26.9%	23.1%
35 - 44 years old	27.4%	24.6%
45 years and older	31.8%	36.0%
Education	N = 219	N = 2,581
Did not graduate high school	23.7%	19.0%
High school graduate	40.2%	36.0%
Some college/vocational school	30.1%	36.4%
College graduate	5.9%	8.6%
Caller Type	N = 236	N = 3,052
General Information	3.0%	12.6%
Health care provider	3.0%	3.6%
Tobacco user	94.0%	83.8%
Payer Type	N = 182	N = 2,005
Insured	27.5%	31.2%
Uninsured	34.6%	29.4%
Medicaid	37.9%	39.4%
Heard About	N = 204	N = 2,412
Past caller	14.2%	15.7%
Employer/worksites	1.0%	1.2%
Health care provider	28.4%	31.8%
Television	14.2%	11.9%
Outdoor advertisement (billboard/bus/wall)	1.0%	1.8%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.2%
Radio	2.9%	1.8%
Newspaper/Magazine	0.5%	0.7%
Brochure/Newsletter	6.9%	5.4%
Family or friend	26.5%	22.7%
Health Department	3.9%	5.4%
School	0.5%	1.4%